

America's State Parks
Celebrating our Sacred Inheritance



SEPTEMBER 6-9 2016
FRENCH LICK SPRINGS HOTEL
FRENCH LICK, INDIANA

EXHIBITOR AND SPONSOR INFORMATION



**National Association
of State Park Directors**

P.O. Box 91567
Raleigh, NC 27675
(919) 218-9222
info@naspd.org
www.naspd.org



Dear Vendor and Sponsors:

For more than 50 years, the National Association of State Park Directors (NASPD) and their partners have gathered in states across the nation to share experiences and discuss lessons learned. There is no better venue for your company to have contact with all 50 state parks directors and their staff, as well as representatives from federal agencies and Canada.

Every year hundreds of millions of people visit state parks across the nation, improving the overall health of the communities in which they serve, as well as the local and state economies. Time spent in the outdoors improves our understanding of natural and cultural resources, and fosters a sense of stewardship of our natural environment. Your continued support of our mission and operations is critical to our success, and our ability to provide experiences that create lifelong memories for our customers.

Please consider joining us in French Lick, Indiana in 2016 as we celebrate the 100th Anniversary of Indiana State Parks. Sponsors have also played a key role in the success of the conference throughout its history. There is no better venue for vendors, sponsors and attendees than the French Lick Springs Hotel. The newly remodeled exhibit space with nearly 15,000 sq. ft. is ideal for your company to display products and create conversations. As in the past, breakfast and snacks will be served in the vendor area to maximize exposure of your products and ideas. We have created many opportunities for sponsoring events, meals, transportation, and other conference necessities. It is our hope that you consider taking advantage of this unique opportunity to exclusively promote your business.

As state park systems across the country continue to face significant financial challenges, your role could not be more important. Whether this is your company's 1st year or 20th year as a vendor or sponsor of the annual NASPD conference, I wish to thank you. I have personally experienced 'Hoosier Hospitality' and I assure you, you will too.



Sincerely

A handwritten signature in black ink, reading "Lewis R. Ledford".

Lewis Ledford, Executive Director
National Association of State Park Directors (NASPD)

Welcome to Indiana – Crossroads of America and home of Hoosier hospitality!

We are honored to host the 2016 National Association of State Parks Directors Conference in beautiful French Lick, Indiana. We look forward to welcoming state park and federal agency leaders from across the country.

The conference centers around the theme “America’s State Parks: Celebrating our Sacred Inheritance.” The phrase “sacred inheritance” was fondly bestowed on our country’s state park systems by Indiana State Parks’ founder, Colonel Richard Lieber. Join us as we look back on the movement that inspired state and national parks, and as we consider our role as guardians of these resources for the future.

The French Lick Springs Hotel, recently identified as the best historic resort in the nation, is nestled in Southern Indiana’s Hoosier National Forest. The town of French Lick is home to NBA star Larry Bird, host to the 2015 Senior PGA Championship and site of the West Baden Springs Hotel and French Lick Casino. Its location in South Central Indiana also invites exploration of many Southern Indiana attractions. We will visit some of our premier Indiana State Parks and explore the rich history of our great state. 2016 is Indiana State Parks’ centennial year, and it is also the State’s bicentennial. Our state park system was a 100th birthday gift to Hoosiers in 1916. We are proud of this heritage of conserving Indiana’s natural and cultural resources, along with public spaces for outdoor recreation for all.

All of this would not be possible if it were not for the support of our vendors and sponsors. We are creating many opportunities for businesses to share ideas and products with state park leaders from across the nation. We appreciate your continued support and dedication to our mission. We look forward to a successful conference with your support and participation!

Sincerely,



Dan Bortner, Director
Indiana State Parks



Indiana State Parks
402 W. Washington
Rm W298
Indianapolis, IN 46204

“ Like mighty altars...
stand our parks-mas-
terpieces...and the
crowning glory
of our land; rich
storehouses of mem-
ories and reveries;
guides and counsels
to the weary and
faltering of spirit;
bearers of wonderful
tales to him who will
listen; a solace to the
aged and an inspira-
tion to the young. Let
us keep them as a
sacred inheritance,
and so transmit them
to future generations. ”

– Colonel Richard
Lieber in “America’s
Natural Wealth.”





Hosting the NASPD conference is an important part of our Centennial Celebration. We honor the man who started our state parks system, the people who keep the state parks thriving, all state parks across the country and our National Park Service partners, who also celebrate their centennial in 2016 by bringing directors and guests from across the country to help us celebrate our "sacred inheritance."

Welcome to Indiana State Parks

Indiana State Parks traces its history back to 1916. Colonel Richard Lieber, a German immigrant and successful businessman in his adopted Hoosier state, recommended that a state parks system be created as a centennial birthday gift to the people of Indiana. Through tireless efforts and successful fundraising, he made his dream a reality. McCormick's Creek and Turkey Run state parks were dedicated in Indiana's 100th year.

Lieber was the first director of the Indiana Department of Conservation. He served as director for more than a decade. Due to his vision and leadership, Lieber ultimately became a national leader in the state parks movement. He assisted several other

states in forming their systems and helped establish the Association of State Park Directors. He worked with the National Park Service as a consultant on new park developments throughout the country. Lieber devoted his life to parks, and never tired of promoting their value and place in society. Each of us at the 2016 NASPD Conference has a role in continuing that legacy for generations to come, all across the country.

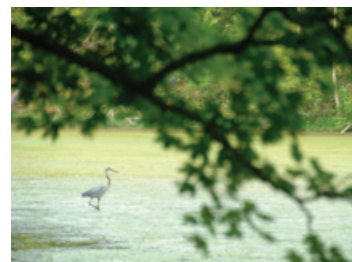


All of Indiana's state parks are participating in special celebrations throughout the year, counting down to our 100th birthday. Several partnerships, special events, a new school curriculum called "Hoosier History and Indiana State Parks" and more have been endorsed as official Indiana Bicentennial Legacy Projects.



stateparks.IN.gov/5901.htm

I hope and trust that the small beginning we have made will have laid the foundation for a comprehensive system of State Parks which will not only stand forever as a token of the past, but which will bring health, wealth and happiness to our own generation and the many that will come after us.
- Colonel Richard Lieber, 1916



National Association of State Park Directors 2016 Conference Agenda

FRENCH LICK SPRINGS RESORT | FRENCH LICK, INDIANA

Tuesday, Sept. 6

8 a.m. – 8 p.m.
Noon – 4 p.m.
4 – 5 p.m.
6:30 p.m. – 9:30 p.m.

10 p.m.

Exhibitor Set-Up
Board Meeting
New Director Orientation
Dinner Under the Dome
at West Baden Hotel
Hospitality Suite Opens

Wednesday, Sept. 7

SPOUSE TOUR/ACTIVITIES OFFERED

7 – 8 a.m.
8 – 8:45 a.m.
8:45 – 10 a.m.
10 – 10:30 a.m.
10:30 a.m. – noon
Noon – 1:15 p.m.
1:30 – 3 p.m.
4 – 10 p.m.

10:30 p.m.

Breakfast with Exhibitors
Welcome and Speaker
Business Meeting
Break with Exhibitors
Business Meeting
Lunch and Program
Business Meeting
Dinner at Spring Mill State
Park's Pioneer Village
Hospitality Suite Opens

Thursday, Sept. 8

SPOUSE TOUR /ACTIVITIES OFFERED

7 – 8 a.m.
8 – 10 a.m.
10 – 10:30 a.m.
10:30 a.m. – noon
Noon – 1:30 p.m.
1:30 – 3 p.m.
3 – 3:30 p.m.
3:30 – 5 p.m.
5 – 6 p.m.
6:15 – 7 p.m.
7 – 9:30 p.m.
10 p.m.

Breakfast with Exhibitors
Business Meeting
Break with Exhibitors
Business Meeting
Lunch and Awards
Business Meeting
Break with Exhibitors
Business Meeting
Board Meeting
Reception
Banquet and Awards
Hospitality Suite Opens

Friday, Sept. 9

7 – 8 a.m.
8 a.m. – 9 p.m.
9 p.m.

Breakfast-to-Go
All-day State Park Property Visits
Hospitality Suite Opens

Things to Do in French Lick and Surrounding Areas

Outdoors

Buffalo Trace Trail is named for the buffalo tracks that once ran through the property. It's a 6+ mile trail that climbs to the top of the west side of Mount Airie. Beginners will be challenged yet comfortable. Advanced riders will finish the climb a bit faster. Rentals available. frenchlick.com/activities/outdoor/hikingandbiking

French Lick Scenic Railway offers a 20-mile historic train ride through parts of Hoosier National Forest, the 2,200-foot Burton Tunnel (Indiana's second longest tunnel), and past limestone outcroppings. Throughout the year, guests can board the train for many themed excursions. frenchlickscenicrailway.org

French Lick Ziplines offers a 4,000-foot canopy tour, meaning there are no ground landings, only platform landings, featuring nine zip lines. Guests can sail through the beautiful countryside. frenchlickziplines.com

Patoka Lake offers something for nearly everyone. Enjoy camping, fishing, boating, hunting or just being outdoors. Hike one of the four trails or bring your bike and cruise along a scenic bike path. Swim at the beach and play disc golf at the 18-hole course. See live raptors up close and tour the newly reconstructed Moery Cabin at the Nature Center. stateparks.IN.gov/2953.htm

Pete Dye Golf Course. Sketched on a napkin and carved into history by Hall-of-Fame architect Pete Dye, Senior PGA Champion Colin Montgomerie called it "one of the iconic courses" in America and one that golfers all over the world will want to play. With narrow, immaculate fairways and rugged intense terrain, the course has gained national acclaim for its panoramic views, three man-made lakes, "volcano" bunkers and variety of elevation changes. Three other golf courses are also located in the area. Frenchlick.com.

Orangeville Rise & Wesley Chapel Gulf of the Lost River is designated as a National Natural Landmark. The site features a mysterious "lost" river emerging from a cave after traveling through a karst/limestone system of miles of underground channels. It lies within a 187-acre tract of land filled with impressive geologic features, including swallow holes, sink-holes and additional caves. fs.usda.gov/hoosier

Indoors

Big Splash Adventure Hotel and Indoor Water Park features a 40,000 square-foot indoor water park full of distinctive and exciting features. Known for its innovative and environmentally friendly design, it has been dubbed "the greenest large



water park project to date." No weather worries—the water park is enclosed in a beautiful glass structure for year-round enjoyment for the entire family. bigsplashadventure.com

French Lick West Baden Indoor Karting is the racing experience of a lifetime. The quarter-mile indoor track is open year-round. Newly added are Falcon Raceway for smaller children and a new "slick" track for adults. Play in the arcade and redeem prizes in the redemption center. Gift shop and concessions available. flwbindoorkarting.com

French Lick West Baden Museum shows the area's rich history circa 1900-1930. See the room-sized miniature Hagenbeck-Wallace Circus. Learn about the famous artists, politicians, horsemen and sports figures who once called the area home. From Pluto Water to gambling, the museum tells the story of the rich and famous who visited the valley. flwbmuseum.com

Pluto's Alley offers a strikingly good time at its six-lane bowling alley. You can also play video and pinball machines, or shoot a game of pool in the arcade. frenchlick.com

Artisans

Bear Hollow Wood Carvers do "Cutting Edge Art," along with one-of-a-kind chainsaw sculptures created by award-winning carvers from across the U.S., including Jason Emmons. Find distinctive gifts such as soaps, syrups, home décor, and more by the best artisans in the country. bearhollowwoodcarvers.com

Fox Hollow Gallery. Enjoy an unusual collection of mostly handmade items from more than 25 regional and local artisans, specializing in rustic garden art, concrete fountains and statues, jewelry, rustic metal art, custom-made vintage signs, scrapbooking art and much more. foxhollowgallery.com

French Lick Winery. Enjoy tasting award-winning wines. Watch the wine-making process through observation windows in the tasting room. frenchlickwinery.com

French Lick Artisan, Inc. The French Lick Artisan shop provides a market for locally produced art of all types. Visitors are welcome to participate in classes and connect with local artists in this unique shop that serves as a gathering place for local and regional artists and art lovers alike. frenchlickartisan.com

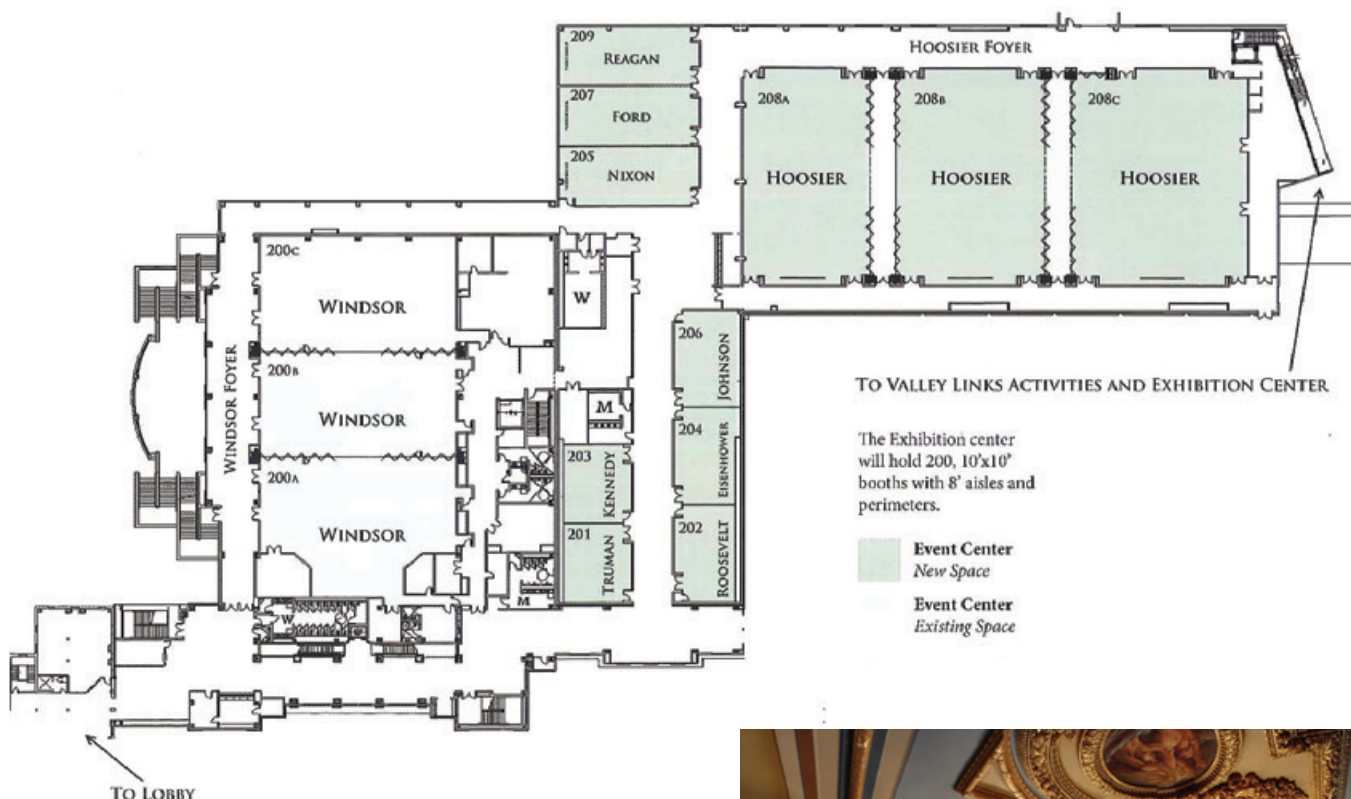


Exhibit and Sponsorship Benefits

GET UNPARALLELED ACCESS TO TOP-LEVEL STATE PARK OFFICIALS

As an exhibitor or sponsor at the NASPD conference, you'll have the unique opportunity to spend several days with state park directors and other top-level park officials from across the United States. Exhibitors and sponsors receive two or more full registrations, allowing you to participate in all conference functions side-by-side with the attendees, including speakers, field trips, meals and pre-conference activities during the three-day conference.

RECEIVE HIGH EXPOSURE FOR YOUR MESSAGE

All conference breakfasts and breaks will take place in the exhibit hall. This approach gives you the opportunity to showcase your products and interact with members of the group in an informal setting.

The exhibit space can handle large equipment. This means you have the exceptional opportunity to allow conference attendees to engage and interact with your quality products.

Several sponsorship opportunities exist to allow you to find the right fit for your message and budget. Sponsors will be recognized throughout the conference. All exhibitors and sponsors will be recognized in the conference booklet. Attendees can have continuous exposure to your name and message throughout the conference and beyond.

SHARE INSIGHT ON COMMON GOALS

Get the insider scoop about trends and issues important to our shared industry and target market. Hot topics include the role of parks in health and fitness, connecting children to nature, and partnerships and innovations to address funding challenges.

Exhibitors

ENHANCED EXHIBIT BOOTH EXPERIENCE

Exhibitors will be set up in the Hoosier Exhibit Hall of the French Lick Springs Resort. As at previous conferences, the exhibit space is large and accommodating. Exhibitors can bring in large equipment or products to showcase. All breakfasts and breaks will be held in the exhibit hall to optimize attendee engagement with exhibitors.

Conference organizers will assign your exact location based on your needs and booth availability. Sponsorships will be handled on a first come, first serve basis so early registration is highly encouraged. Payment must be received before a vendor can choose a location within the exhibit hall.

ENHANCED EXHIBIT BOOTH DETAILS

Cost: \$5,000

Includes:

- Booth size depends on your needs
- Pipe and drape separating booths
- Two 6-foot tables with tablecloths, no skirting
- Four folding chairs
- Electrical included
- Wi-Fi access
- Three full conference registrations

STANDARD EXHIBIT BOOTH DETAILS

Cost: \$2,000

Includes:

- 10 x 10 foot booth space
- Pipe and drape separating booths
- One 6-foot table with tablecloth, no skirting
- Two folding chairs
- Electrical available (\$50)
- Wi-Fi access
- Two full conference registrations

GENERAL INFORMATION

Set up: Tuesday, Sept. 6, 8 a.m. – 8 p.m.

Take down: Thursday, Sept. 8, 3:30 - 6 p.m.;

Friday, Sept. 9, 8 a.m - noon

The exhibitor is responsible for the cost of all related shipping, storage and transfers. Contact Carl Lindell at CLindell@dnr.IN.gov for more information.

"The Yosemite, the Yellowstone, the Grand Canyon are national properties in which every citizen has a vested interest; they belong as much to the man of Massachusetts, of Michigan, of Florida, as they do to the people of California, of Wyoming, of Arizona." - Stephen Mather

Sponsorship Rules and Regulations

Payment:

Payment in full, made payable to the Indiana Natural Resources Foundation must be received in order to reserve exhibit space and/or an event sponsorship. You must fill out the Exhibitor and Sponsorship Agreement and mail it with your payment to the address indicated on the form by June 30, 2016, to guarantee that your company logo and information will be included in the conference program book.

Registration and Admission:

No one will be permitted without a conference name badge. Any and all exhibitors must be registered with the conference.

Installation and Dismantling:

All booths must be set-up by 8 a.m. on Wednesday, Sept. 7 for the opening session. All booths must be dismantled by noon, Friday, Sept. 9. Any items left by the sponsor after noon on Friday will be discarded.

Installation Hours: Tuesday, Sept. 6, 8 a.m.–8 p.m.

Exhibit Hours: Wednesday, Sept. 7, 8 a.m.–3 p.m.

Thursday, Sept. 8, 8 a.m.–3 p.m.

Dismantle Hours: Thursday, Sept. 8, 3:30–6 p.m.

Friday, Sept. 9, 8 a.m. - noon

Protection of Host Property:

Sponsors will not be allowed to attach anything (decorations, signs, banners, etc.) to walls or columns without approval of the host property. The use of Scotch tape or decals on walls, floors, partitions, doors, windows or furniture is strictly prohibited. The use of nails, tacks, brads or other driven fasteners is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage they may cause.

Sub-Leasing/Relocation of Exhibits:

Subletting or sharing of exhibit space is prohibited. The NASPD reserves the right to reassign space as necessary and to alter the location of the exhibit space(s). The conference committee also reserves the right to determine eligibility of any company or product for inclusion in the exhibit space.

Liability:

The exhibitor agrees to assume all risk of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, and business records or other property that may be in or come into exhibitor's possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all incidental to the movement and operation

of the exhibit and hereby releases the NASPD and the Indiana Department of Natural Resources (IDNR), its contractors and the host property from any liability whatsoever.

Termination or Interruption of Trade Show:

In the event the trade show site becomes unfit for occupancy or is substantially interfered with by reason of picketing; strike; embargo; injunction; act of war; act of God; fire, emergency declared by any government agency by virtue of any ordinance or law of any municipality, state or federal government agency; or any act beyond the control of the NASPD, this contract may be terminated by the NASPD. The determination required by this paragraph shall be within the sole, reasonable discretion of the NASPD. In the event the trade show is interrupted for any reason including, but not limited to, emergencies of any type, failure of utilities or other public services, the exhibitor waives any and all claims against the NASPD and the IDNR.



Sponsorship Agreement/Levels

PLATINUM / \$10,000

Sponsor for:

- Tuesday evening dinner
- Wednesday evening dinner
- Thursday evening awards banquet dinner

Includes:

- 4 full conference registrations
- Tabletop advertisements at sponsored meals
- Specific mention at sponsored event
- Special placement as the largest sponsor designation in the conference booklet
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate

- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5 x 11 inches)

GOLD / \$5,000

Sponsor for:

- Tuesday lunch
- Wednesday lunch
- Thursday lunch

Includes:

- 3 full conference registrations
- Logo placement during conference
- Inclusion in conference news release
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (1 page, double-sided, maximum 8.5 x 11 inches)

SILVER / \$3,000

Sponsor for:

- Wednesday breakfast
- Thursday breakfast
- All break-time snacks

Includes:

- 2 full conference registrations
- Name badge identifying conference sponsors
- Sponsor appreciation certificate
- Database of attendee mailing addresses
- Sponsor listing on the conference webpage and in the conference booklet
- Insert in registration packet (one page, double-sided, maximum 8.5 x 11 inches)

FRIEND OF NASPD / \$500 AND ABOVE

General contributions are also accepted. For a monetary donation of \$500 or more, you will be included in the conference program and acknowledged to the group as your gift is used to support specific items during the conference. Please indicate your contribution amount on the exhibitor/sponsor registration form. Please complete the enclosed exhibitor/sponsor registration form online.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities will be available, please contact Carl Lindell at CLindell@dnr.IN.gov for more information.



Registration/Lodging/Transportation

LODGING

Established in 1845, with the original east wing built in 1901, French Lick Springs Hotel seamlessly blends its fascinating history and modern amenities and services. With family-friendly activities and facilities, it is an ideal destination for special-occasion celebrations. Whether it's golf, spa, horseback riding, swimming, tennis or shopping, this classic American hotel has something everyone can enjoy.

Hotel registration should be made by August 3, 2016 to obtain the conference rate. Use [Conference Code 0916NAT](#) when making your reservation(s).

TRANSPORTATION

Louisville International Airport is conveniently located at 600 Terminal Dr., Louisville, KY 40209, near the intersection of I-65 and I-264. Transportation to and from French Lick, IN will be provided for NASPD attendees by the Conference staff from the Louisville Airport. The 65-mile trip will take approximately 1 ½ hours. Please contact Steve Lemen at SLemen@dnr.IN.gov if you plan to arrive at a different airport.

Flight schedules will be collected as part of the individual conference registration process. If you stay overnight in a separate location, please note that on the registration form. Overnight guests who do not stay at the French Lick Springs Hotel will need to make their own arrangements for commuting from their hotel to and from the conference.

CONFERENCE REGISTRATION

All exhibitor booth workers and sponsors must be registered for the conference to attend meals and functions. If you are an exhibitor or are sponsoring an event/function at the conference, you may purchase registrations in addition to those provided with your sponsorship as needed. Online registration for the conference is available at www.NASPD2016.org.

www.frenchlick.com

Toll Free: (888) 936-9360 - Fax: (812) 936-2100

RESERVE YOUR SPONSORSHIP OR EXHIBIT SPACE

Complete the exhibitor and sponsorship agreement on the next page or download it from the website at www.NASPD2016.org. Send your agreement and full payment to the address below by June 30, 2016, to guarantee that your company logo and information will be included in the conference program book.

Please make checks payable to:

Indiana Natural Resources Foundation.

Mail to:

Indiana State Parks, Attn: Julie Planck,
402 W. Washington St., Rm. W298
Indianapolis, IN 46204

To pay by credit card, contact:

Julie Planck at JPlanck@dnr.IN.gov
(317) 234-5876

For more information about exhibits and sponsorship opportunities, contact:

Carl Lindell at CLindell@dnr.IN.gov
(317) 775-8076



Exhibitor & Sponsorship Agreement

CONTACT NAME: _____

TITLE: _____

SPONSORING COMPANY: _____

COMPANY NAME (as you wish it to appear on signage and listed in the on-site agenda): _____

ADDRESS: _____

CITY, STATE, ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

DESCRIPTION OF PRODUCT OR SERVICE: _____

EXHIBITOR LEVEL	SPONSORSHIP LEVEL
<input type="radio"/> Enhanced \$5,000	<input type="radio"/> Platinum \$10,000
<input type="radio"/> Standard \$2,000	<input type="radio"/> Gold \$5,000
<input type="radio"/> 1 st Choice for Booth # _____	<input type="radio"/> Silver \$3,000
<input type="radio"/> 2 nd Choice for Booth# _____	<input type="radio"/> Friend \$500

EVENT YOU WISH TO SPONSOR (if applicable): _____

DATE/TIME: _____

I have read and agree to the specific rules and regulations as stated in this brochure. I also understand that sponsorship opportunities and exhibit booths are available on a first-come, first-served basis. I also understand that NASPD must receive this agreement along with full payment by June 30, 2016, in order to guarantee that my company logo and information will be included in the conference program book.

SIGNED: _____ DATE: _____

Please make checks payable to the Indiana Natural Resources Foundation and return to the address below.
To pay by credit card, please contact Julie Planck at the number below.

Indiana State Parks, Attn: Julie Planck

402 W. Washington St., Rm. W298

Indianapolis, IN 46204

Phone (317) 234-5876

Fax (317) 232-4132

JPlanck@dnr.IN.gov

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Thousands of tired, nerve-shaken over-civilized people are beginning to find out that going to the mountains is going home; that wildness is a necessity; and that... parks and reservations are useful not only as fountains of timber and irrigating rivers, but as fountains of life. //

– John Muir



Memories made naturally.